



Review

 **kete**

New books from Aotearoa

Media Kit



Note from the editor

‘Aotearoa New Zealand is home to some of the world’s finest story-tellers, with new ones emerging all the time, who bring with them a unique sensibility and a home-grown tone that resonates with us no matter what they are writing about.

We need books, but equally we need people writing about our books and reviewing them, critiquing them, praising them and highlighting what’s new, who’s new and how we – the readers – can connect with the stories which provide such insight into our place and our people.

I love being part of this literary ecosystem and working with other booklovers to ensure that questions and conversations about writing and writers from and of “our place” are part of mainstream discussions so we can all take pride in our stories.’

Dionne Christian





Our Philosophy at Kete

Kete is a community devoted to New Zealand books. Kete partners with *Stuff* to bring reviews of books to readers all over Aotearoa, in print and online. We publish regular book reviews by leading reviewers, support the latest books and provide information about major events and news in the book sector. Kete is a one-stop shop for readers to catch up with what's happening in books in Aotearoa.

Kete is an initiative of the Coalition for Books and began with support from Creative New Zealand. The Coalition for Books is a collaborative organisation that aims to raise the profile of local books and authors by working with existing organisations to develop initiatives and create opportunities that serve the authors, publishers, booksellers, festivals and other organisations that make up the literary eco-system of Aotearoa.



When you connect with Kete, you reach a nation of booklovers.

In partnership with *Stuff* we reach New Zealand readers, writers and the entire literary community.

34k
views
*total

7k
views
*monthly

18k
visits
*total

4k
visits
*monthly

Our Platforms

Website*

www.ketebooks.co.nz

E-newsletter

A weekly email newsletter to a dedicated audience

Social



@ketebooksnz



@ketebooksnz



@ketebooks

*(optimised for desktop and mobile)



Rates are GST exclusive.

Please specify the page(s) for your advertisement when booking.

Packages are available – talk to us about multiple booking discounts.

Social Media Advertising and Boosted posts are available – talk to us about the set-up and costs.

Coalition for Books Members receive a 33-50% discount* on standard rates.

Rates

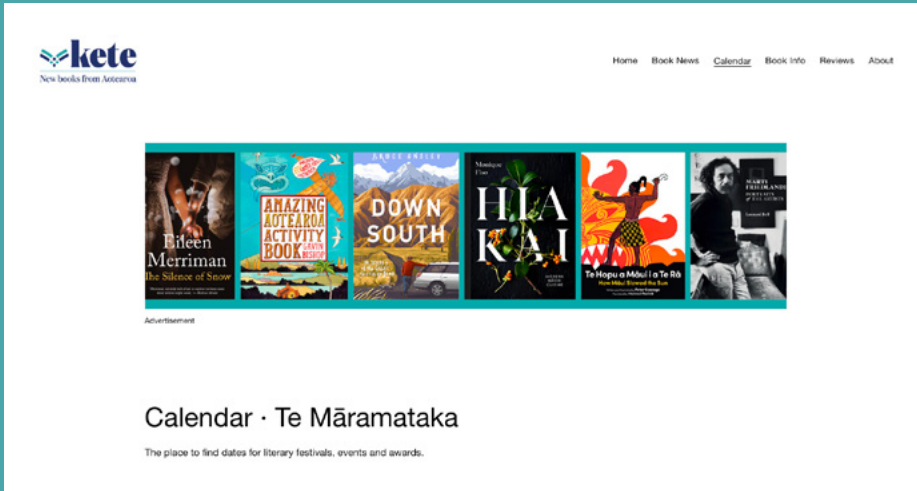
WEBSITE POSITION	Ad type	Position	Size	Standard Rate		*Discounted Rate	
				ONE WEEK	TWO WEEKS	ONE WEEK	TWO WEEKS
HOME	BANNER	TOP	970 x 250	\$900	\$1,350	\$600	\$900
	BANNER	MID	970 x 250	\$600	\$900	\$400	\$600
	BANNER	BOTTOM	970 x 250	\$300	\$450	\$200	\$300
REVIEWS	BANNER	TOP	970 x 250	\$400	\$600	\$200	\$300
	BANNER	BOTTOM	970 x 250	\$100	\$150	\$50	\$75
BOOK NEWS	BANNER	TOP	970 x 250	\$400	\$600	\$200	\$300
	BANNER	MID	970 x 250	\$200	\$300	\$100	\$150
	BANNER	BOTTOM	970 x 250	\$100	\$150	\$50	\$75
NEW BOOKS	BANNER	TOP	970 x 250	\$300	\$450	\$150	\$225
	BANNER	BOTTOM	970 x 250	\$100	\$150	\$50	\$75
CALENDAR, BOOK INFO	BANNER	TOP	970 x 250	\$200	\$300	\$100	\$150
	BANNER	BOTTOM	970 x 250	\$100	\$150	\$50	\$75
All pages excluding HOME	VERTICAL	All pages other than HOME	330 x 423	\$210	\$315	\$140	\$210

Kete Newsletter – every Thursday

NEWSLETTER	SQUARE TILE	TOP	600 x 600	100	100	50	50
		BOTTOM					
INSTAGRAM	SQUARE TILE	Free with newsletter, if requested					
FACEBOOK	SQUARE TILE	Free with newsletter, if requested					



Banner



Specs

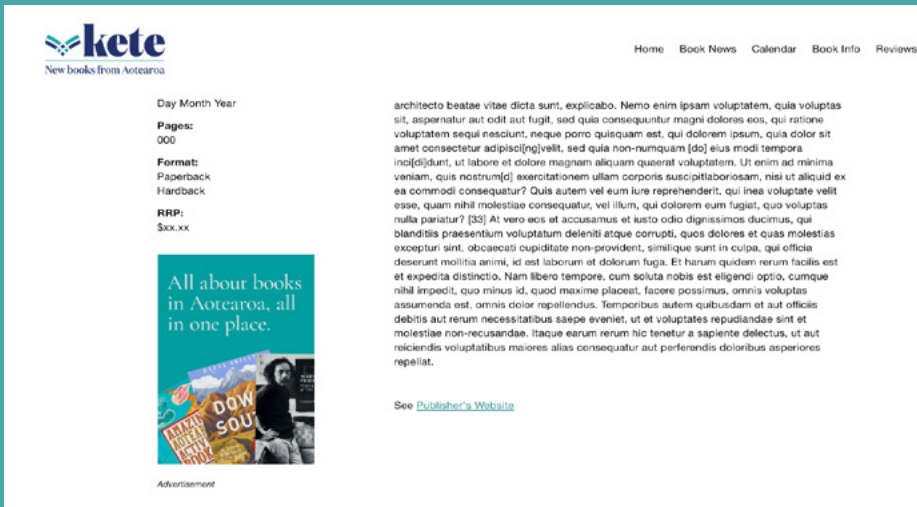
Banner

970 x 250 px (landing page)

Vertical

330 x 423 px (individual pages)

Vertical



All ads to be supplied in either .jpg or .png format

Animated .gif images should be supplied at correct ad size and should be under 500KB



Square Tile



Specs

Square Tile

600 x 600 px

(Newsletter, Facebook and Instagram)

All ads to be supplied in either .jpg or .png format

Animated .gif images should be supplied at correct ad size and should be under 500KB



Contacts

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OR

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The logo for Kete Books, featuring a stylized white and blue icon of an open book or wings above the word "kete" in a bold, dark blue, lowercase sans-serif font.

New books from Aotearoa

All about books in
Aotearoa, all in one place.

